Broadway Lumber

Pageant

24 41
21 69

#4610

NORTHWESTERN TITLE SECURITY CO.

439 College Ave.	535 Fourth St.	14 West Spain St.
Santa Rosa, Calif.	Santa Rosa, Calif.	Sonoma, Calif.
LIberty 6-6160	LIberty 2-5185	WEbster 8-4769

2021.3.47(J)

Pageant

Let BMD Be Your Santa During Our Big Christmas in July Promotion

VK Broadway Lumber

3 Stand for Bells 12.51

10 Plywd 84.86

BUILDING MATERIAL DISTRIBUTORS, INC.

Stockton — Fresno — Santa Clara — Sacramento

2021.3.47(j)

Sonoma Community Center
276 E. Napa Street, Sonoma, Calif.
Phone: 938-4626

Rules & Regulations

Contestants must be female. ages: of 16 to 20.
~~Reside in the~~ Sonoma Valley Area.
Resident of
Contestant must furnish picture
Contestant must have the permission of their
Parents.
Contestant must have a Sponsor.

~~Prizes To be won.~~
The winner of the queen's contest will be
determined by the Amount of tickets sold.
by each individual Contestant. tickets are
not transferable. Tickets sell for $.50 each.
and come in books of 10 tickets to a book.
Each Girl will be given ~~1~~ ten books
to start and charge for $10.00 Total $60.00 Value
Each ticket sold will count as ~~five~~ Vote's
~~For~~ toward the ~~winning~~ amount of the Queen.
~~Prizes to be one~~ all Sales to be turned in
to. the Chamber of Commerce. be sure and get
a Receipt.

2021.3.47(h)

Prizes. Queen's

1st Prize = $500 Retail Wardrobe =
2nd Prize = $250 Retail Wardrobe =
3rd Prize. 100 Retail Wardrobe =
4th Prize = 75 Retail Wardrobe. =

Prizes to the winners.

1 pair. Round Trip to Hawaii
1 Person Round Trip to Las Vegas -
1 Person Round Trip To Disneyland -

2021.3.47 (i)

PRESS RELEASE 6/3/64

A Vintage Festival Queen will be the center of attraction during our annual celebration this year. A local girl will be honored as the 1964 Vintage Festival Queen and as such win prizes well worth the energy expended by the deserving girl. Two princesses will also be selected to receive similar honors and appropriate awards.

The winner will be selected in the following manner. Books of script will be sold by the contestants. The cost of the book is one dollar and each book is worth 100 votes for the contestant who sells them. The cover of the book may be exchanged for one admission to the fair grounds. The script worth 75¢ may be exchanged for consessions, rides and food.

Any local girl in the age brackets of 14-18 is eligible. She must be sponsored by a local organization or business firm. There is no expense to the girl or the sponsor other than a 5 x 8 photo of the girl. The books of script may be sold anywhere. The proceeds from the sale of books will be credited to the contestant and the money deposited in the Vintage Festival Association account in the bank.

The deadline for filing an application at the Chamber of Commerce office in Sonoma is 12 Noon on June 20th, 1964. The books may be sold until September 15th, 1964 at which time the contest closes and the selection of the Queen and the princesses determined by the number of books sold.

FUN TRIP TO CANDLESTICK PARK

There are still a few tickets available at the Chamber of Commerce Office for the bus tour to Candlestick Park on June 12th, a friday evening where 300 residents of the Valley will watch the Giants play Milwaukee. We will be leaving from the Veterans Memorial Building Parking lot at 5;30. The busses are ordered to carry 300. Catered dinners are ordered. Good tickets still available in section 2 & 4 (3rd base side of Home Plate.

We can now announce that reservations are available for exhibitors spaces in the Vintage Fair. Spaces in the tent and largers display areas may be reserved adjoining the tent. Please contact Mr. M. Rogers phone 938393 for reservations. Should you desire to study the layout of the Fair area, you may do so by calling at the Chamber of Commerce Office.

2021.3.47(e)

OPEN FORUM MEETING TONIGHT

You are urged to attend the Open Forum Meeting tonight at the Flowery School. The subject, a most important on e for the Valley is ####### Major Streets and Highways in the Sonoma Valley. Mr. Don Head, County Road Commissioner will be the principal speaker. Mr. Chester Womack, Chairman of the Transportation Committee of the Chamber of Commerce wil presdnt a most interesting evening. You are invited to attend and participate in the discussion. A moderator will encourage the discussion and A most informative eneing is assured. The meeting starts at 7;30 P?.?
Flowery School is situated at 17600 Sonoma Blvd. in the Springs Area. This central location should enable everyone in the valley to attend. This Open Forum type of meeting is but one of many scheduled by the Sonoma Valley Chamber of Commerce wherein the public is invited to attend and listen to expert discussion about the problems of the valley. Your attendance will be evidence of your interest in our Valley and of the benefits that might be achieved through your participation.

2021.347(f)

Editor Index-Tribune,

On behalf of the Sonoma Valley Chamber of Commerce, we wish to warmly thank the hundreds of people that made last week's Annual House Tour such an outstanding success and wish to congratulate each on a job well done.

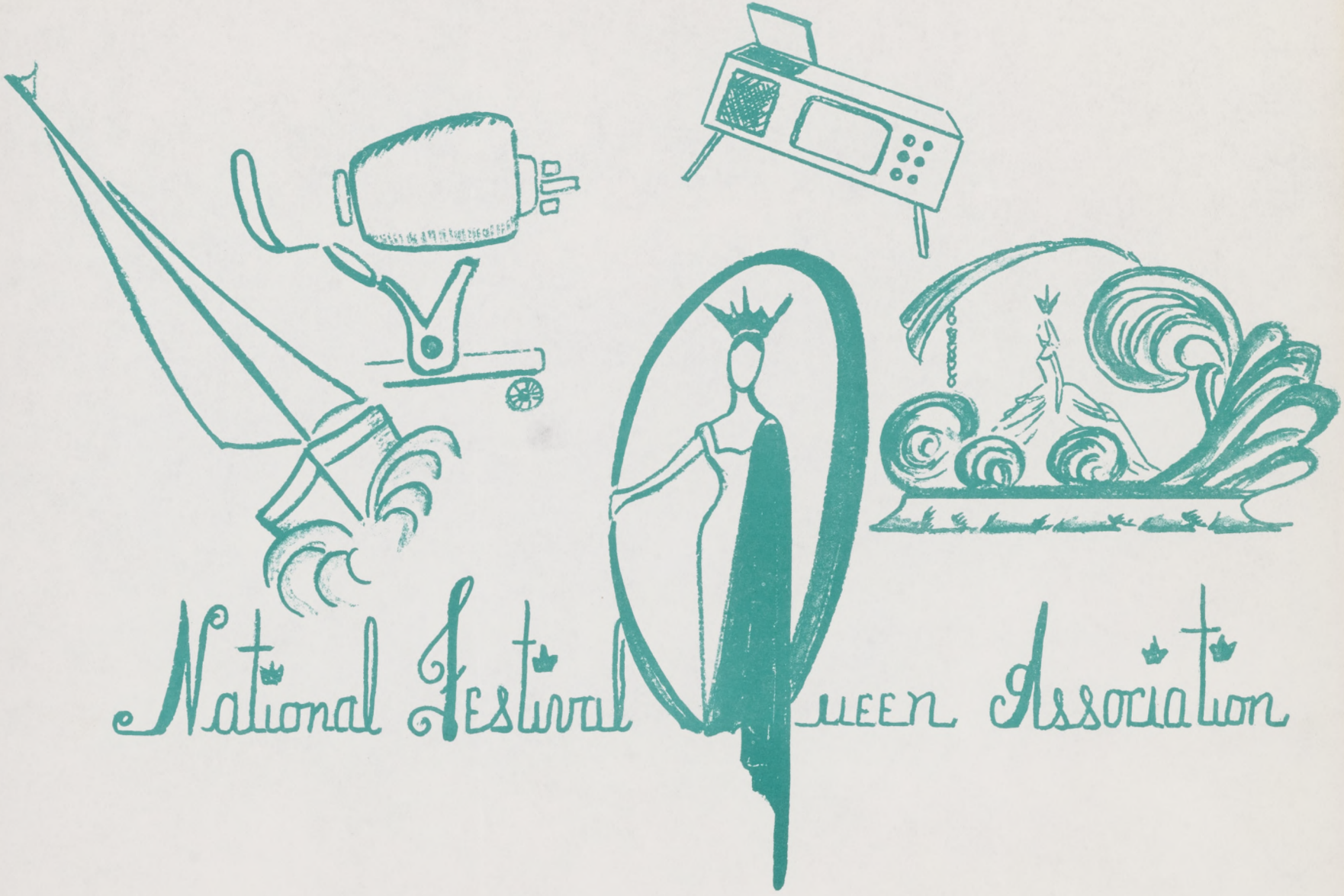
We are particularly grateful to the Soroptomist Club for graciously accepting our invitation to direct this popular activity and handling the assignment so competently, to the other community organizations and individuals that provided invaluable assistance, to the hospitable owners of the attractive homes and winery included on the Tour, to the press for their excellent publicity, and to the over 400 enthusiastic participants.

The highly-complimented Tour not only brought more honor and prominence to the Sonoma Valley, but also demonstrated the real success that comes to programs well seasoned with good planning, community spirit and skillful cooperation.

The House Tour has provided a most refreshing preamble for what can now be the best-ever Sonoma Valley Vintage Festival next September.

Sincerely yours,

Ben Clewett
President.


National Festival
Queen Association

2021.3.47(a)

National Festival Queen Association

CALIFORNIA CHAPTER

753-5764

P. O. Box 228
Encinitas, California

Gentlemen:

The National Festival Queen Association is seeking information regarding fairs and/or festivals held in your city, and are desirous of the following information:

1. Name of your fair or festival?
2. Is this an annual event?
3. Do you sponsor a queen contest and elect a Queen? (Please send us her name)
4. Would your sponsoring organization or organizations be interested in belonging to the National Festival Queen Association?

As a member of our association you will have expert assistance in promotion and staging your event and through our own experience can show you a way to obtain queen contestants with little or no effort because each contestant and finally your queen will participate in the State contest for Festival Queen and will have a chance to participate in the National finals. Your publicity will be outlined through our organization including Newspaper, radio. Television, and other media, furnishing newspaper mats, cuts and lay-outs, association brochures, bumper strips, banner out-lays and will assist you in obtaining free publicity through Radio and Television. All this and much more is offered to our association members.

If you are interested in further information and to learn how you may become a member, please write us or call the above number collect.

Very truly yours,
NATIONAL FESTIVAL QUEEN ASSOCIATION

By John H. Wertz
John Wertz, President

JW:hg

2021.3.47(b)

National Festival Queen Association

753-5764
755-9392

CALIFORNIA CHAPTER

PO Box 228
Encinitas, California

July 1, 1965

Gentlemen:

Responding to recent inquiries, the following information is presented for your Festival contestants:

1. The final tryouts for Miss NFQA of California:

   a. Contestants residing in or south of Bakersfield will compete in the Southern Section in January of 1966.

   b. Contestants residing north of Bakersfield will compete in the Northern Section in January of 1966.

2. It is proposed that all the queen contestants will participate, along with the two finalists (one from the Southern Section and one from the Northern Section) at the final staging place. It is suggested that all participants receive their screen tests at the final staging place.

2. It is suggested that the queens not only represent their towns at the finale, but be given every opportunity to appear over local and national television and radio exposure. Those contestants whose sponsors so desire may wish to appear before civic groups and conventions.

4. NFQA requires that a queen contestant be from related competitions in your area. She must be a queen and adhere to the rules and regulations set up by the NFQA.

5. It is urged by NFQA that the winner from the north and south final receive not only the aforementioned screen test, but other valuable gifts, public recognition, travel, etc. But all such awards must be cleared by the Awards Committee of NFQA. This requirement, you will find, saves a great deal of embarrassment where there might otherwise be duplication or inconsistency.

6. The experience of the NFQA is that each of the participating agencies and sponsors desires to operate independently, within its own local rules and requirements. Our rules are net and cumulative, and not intended to be the whole of requirements of each individual contestant, since the sponsors of these activities require a great deal of latitude in the activities for selection of contestants.

The policy of the NFQA is to be an integration agent only for the end product of your contests and to that end we offer our services in counseling and not as party participant or otherwise in each of the individual contests, and NFQA is not surety or guarantor of end result.

Very truly yours,

NATIONAL FESTIVAL QUEEN ASSOCIATION

By John Wertz
JOHN WERTZ, President

2021.3.47(c)

RULES AND REGULATIONS

1. Contestants must be female, a qualified queen from her area, and between the ages of 18 and 24. A girl who reaches her 25th birthday before January 31, 1966 is ineligible. The contest from which the queen is presented is not so limited. However, a participating queen must reach the age of 18 at least one day preceding our finals on January 1, 1966.

2. Queen contestants must be single, never have been married, and already hold the title of Queen from a contest in her area.

3. A Queen contestant must be a bonafide resident of the community or area which she represents.

4. Falsification of any fact called for in entry blank will automatically disqualify a contestant, either before or after the contest.

5. Queen contestants will be judged in bathing suit and formal gown (this is mandatory).

6. Contestants will be judged on a point basis for beauty of face and figure, poise, personality, grace, talent, charm and intelligence -- a true representative of a Festival Queen.

7. Final winner of contest will be known and will reign as the Queen of National Festivals of California for the ensuing year, and should be available to compete on the national level. Decisions of the judges are final.

8. The winning contestant must be available for special events and appearances as directed by the Association.

9. All appearances or publicity and other commitments while reigning as Queen (one full year) are subject to the approval of the Association.

10. All contestants, final or otherwise, must sign an agreement of responsibilities.

11. All prizes must be claimed within thirty days, and must be accepted as offered without substitution or change.

12. Entry blanks, etc., will be forthcoming upon receipt of membership fee.

13. Membership fee will be on a yearly basis and payable by the sponsoring organization or group.

14. Membership fee is $300.00 per year for the first year. Annual renewal fee is $100.00 thereafter. Memberships are from January 1st to December 31st of each year.

15. A legal guardian or parent shall accompany each Queen contestant to and from said places of each contest, in the event that contestant is a minor. All contestants, as well as guardians and/or parents of minor contestants, will adhere to total responsibility clause to NFQA in act, word, and deed while under agreement.

John H. Wertz, Pres.
Helen Garner, Legal Sec.
Burt Shamsky, Att.
Alan Jan, Att.

2021.247(d)